

BIDS SHALL BE PUBLICLY OPENED AT 2:00 P.M., PREVAILING PHILADELPHIA, PA TIME, ON **FEBRUARY 25, 2009.**

THIS IS A LEVEL I PROCUREMENT FOR A DIRECT MAIL PACKAGE. THIS CONTRACT IS FOR DATED MATERIAL AND THE DELIVERY SCHEDULE IS CRITICAL AND THEREFORE NOT NEGOTIABLE.

Telefaxed bids are acceptable and must be submitted on GPO form 910. Fax Number 215-364-6479.

****GPO FORM 910 CAN BE ACCESSED FROM THE INTERNET USING THE FOLLOWING WEB ADDRESS:** <http://www.access.gpo.gov/procurement/philadelphia/synopsis.shtml>

FACSIMILE BIDS: Facsimile bids are permitted.

(a) Definition. "Facsimile bid," as used in this solicitation, means a bid, modification of a bid, or withdrawal of a bid that is transmitted to and received by the Government via electronic equipment that communicates and reproduces both printed and handwritten material.

(b) Bidders may submit facsimile bids as responses to this solicitation. These responses must arrive at the place and by the time specified in the solicitation.

(c) Facsimile bids that fail to furnish required representations or information or that reject any of the terms, conditions, and provisions of the solicitation will be excluded from consideration.

(d) Facsimile bids must contain the required signatures.

(e) The Government reserves the right to make award solely on the facsimile bid. However, bidders agree to promptly submit the complete original signed bid.

(f) Submit facsimile bid to FAX No. 215-364-6479, one bid per facsimile.

(g) If the bidder chooses to transmit a facsimile bid, the Government will not be responsible for any failure attributable to the transmission or receipt of the facsimile bid including, but not limited to, the following:

- (1) Receipt of garbled or incomplete bid.
- (2) Availability or condition of the receiving facsimile equipment.
- (3) Incompatibility between the sending and receiving equipment.
- (4) Delay in transmission or receipt of bid.
- (5) Failure of the bidder to properly identify the bid.
- (6) Illegibility of bid.
- (7) Security of bid data.

ANY QUESTIONS BEFORE AWARD CONCERNING THESE SPECIFICATIONS CALL DEBBIE ROZDZIELSKI @ (215) 364-6465 (Ext. 16). NO COLLECT CALLS.

SPECIFICATIONS
U.S. Government Printing Office (GPO)
Southampton Office Park
Suite A-190
928 Jaymore Road
Southampton, Pennsylvania 18966

THIS IS A LEVEL I PROCUREMENT FOR A DIRECT MAIL PACKAGE. THIS CONTRACT IS FOR DATED MATERIAL AND THE DELIVERY SCHEDULE IS CRITICAL AND THEREFORE NOT NEGOTIABLE.

LIQUIDATED DAMAGES: Liquidated damages will apply and will be computed at the rate of one and one-tenth percent (1.1%) of the contract price of the quantity not shipped in accordance with the specifications for each workday the contractor is in default of the shipping schedule(s). Provided, that the minimum amount of the liquidated damages shall not be less than \$5.00 for the entire order and not more than \$2,500.00 per day on the entire

order, except the total damages assessed against a contractor shall in no case exceed fifty percent (50%) of the total value of the entire order.

Any contract which results from this Invitation for Bid will be subject to the applicable articles of GPO Contract Terms (Pub. 310.2, effective December 1, 1987 (Rev. 6/01)) and Quality Assurance Through Attributes Program, (GPO Pub. 310.1, effective May 1979 (revised 8-02)). Quality level I printing required.

PRODUCT: A "Self Mailer" printed in 4 color process, Pantone 2767, Pantone 202 and gloss aqueous coating overall. Perforate in two places, score and fold to a finished size of 9 X 6". Mailers are to be sealed with two (2) clear, perforated wafer seals.

TITLE: FY09 2ND HSJ (DISILLUSIONED DREAMERS) Self Mailer

FORM NUMBER: DM-830/09

CONTROL NUMBER: RJA-UMC-39B010

QUANTITY: 425,000 (FIRM)

Plus 200 Quality Assurance Samples
200 Blue Label Samples
10 Departmental Samples

NOTE TO CONTRACTORS/SUBCONTRACTORS: These business reply cards are intended for use by high school juniors and/or seniors only. The cards are not for use by the contractor's or subcontractor's personnel to receive "Incentive" items offered by the United States Marine corps. The high school junior's and senior's addresses are located on a presorted mailing list; this list was compiled through actual contacts with high school students by the United States Marine Corps recruiters, and monitored by their marketing personnel. The contractor **MUST** advise their personnel that the business reply cards are for official United States Marine corps recruiting purposes only.

Additionally, the contractor of award must provide a complete production schedule, considering possible revisions (AA's) by the client that may require a 2nd proof (usually PDF generated proofs). The requested schedule must include an estimated PSI date along with a detailed delivery schedule.

GOVERNMENT FURNISHED MATERIAL: (pick up at GPO Southampton, PA): One TDK CD Rom, created in Adobe Illustrator 8.0, Adobe Photoshop 5.0 and QuarkXpress Document 4.11 software; 2 laser prints and 1 comprehensive dummy; Labeling & Marking Specs., GPO 905 labels.

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product(s) in accordance with these specifications.

PROOFS: **6 matchprints (as described below), 5 folded bluelines and 3 stock samples.

6 sets of one-piece laminated color proofs of face and back. At contractor's option, digital color proofs (Kodak Approval, Screen TrueRite, or similar) with a minimum resolution of 1800 dpi may be furnished. **Proofs will be used for color match on the press.

These proofs must have all elements in proper position. The proofs should have color control bars, tint patches and dot gain scale (such as, Brunner, GATF, GRETAG, or RIT) repeated across sheet. If digital proofs are provided, the make and model number of the proofing system utilized shall be furnished with the proofs.

Proofs are due on/or before March 5, 2009 and will be held 3 working days. Proofs to be delivered to 5 destinations. See below:

1. **One (1) set of proofs (MATCHPRINT AND CONSTRUCTED BLUELINE) and a stock sample**, directly to: DAPS, 700 Robbins Ave., Bldg. 4D, Phila., PA 19111-5094 -- ATTN: Charles Butler. M/F: DIRECT MAIL PROOFS, Requisition No. 9-02306 and Jacket 504-792.

2. **Two (2) sets of proofs (MATCHPRINTS AND CONSTRUCTED BLUELINES) and stock samples**, along with furnished materials directly to: RMG CONNECT, Attn: Jackie McGowan, 5th Floor, 466 Lexington Ave., New York, NY 10017, (212) 210-7806, M/F: DIRECT MAIL PROOFS.
3. **One (1) set of proofs (MATCHPRINTS AND BLUELINES ONLY)** directly to: MARINE CORPS RECRUITING COMMAND (Code M), Attn: Jim Edwards/Capt. Kathryn Diaz, 2nd Floor, 3280 Russell Road, Quantico, VA 22134-5103, (703)-784-9433, M/F: DIRECT MAIL PROOFS.
4. **One (1) set of proofs (MATCHPRINTS AND CONSTRUCTED BLUELINES ONLY)** directly to: RMG CONNECT, Attn: Lori Proctor/Carlisle Hensley, 10-B Glenlake Parkway NE, North Tower – 4th Floor, Atlanta, GA 30328
5. **One (1) set of MATCHPRINTS ONLY directly to: Ms. Debbie Rozdzielski, US Government Printing Office, 928 Jaymore Rd., Suite A-190, Southampton, PA 18966, MF: Proofs J504-792.**

PROOFING REQUIREMENTS: All of the requirements specified above must be met by the contractor. Failure to comply could cause the Government to return the proofs immediately for remedy. No additional time beyond the original production schedule established in these specifications will be allowed for fulfillment of proofing requirements.

NOTE: ALL PROOFS AND PAPER SAMPLES MUST BE SIGNED BY A REPRESENTATIVE OF YOUR COMPANY AND IDENTIFIED WITH THE COMPANY NAME.

VIEWING: Government inspectors will review proofs and original art using 5000 Kelvin lighting.

REVISED PROOFS: The Government considers the proof to be the standard for the finished publication when approved for production. Contractors must strive for the best possible proof to insure approval. If, in the opinion of the Government Printing Office, proof errors are significant, or if reproduction color and contrast vary from original significantly, submission of revised proofs will be required at contractor expense. No additional time beyond the original production schedule established will be given.

APPROVAL: The contractor must begin production of the publication only after receiving, in writing, the statement "approved for production". If a press inspection is requested, approval for production will be given during the inspection.

The contractor must not print prior to receipt of an "OK to Print".

TRIM SIZE: 22-7/8 X 12" -- formed 9 X 6"

INK: 4 color process, Pantone 202 and Pantone 2767 (Blue)

AQUEOUS COATING: Gloss aqueous coating overall.

STOCK/PAPER: White No. 1 Coated Cover, Gloss-Finish, grammage 215 g/m² (basis weight: 80 lbs per 500 sheets, 20 x 26"), equal to JCP Code L11 **EXCEPT brightness must not be less than 91, average gloss (each side) must not be less than 72 and average opacity must not be less than 98.**

FORMAT: The self mailers print in 4 color process, plus Pantone 2767 (Blue), Pantone 202 and aqueous coating overall. Follow laser prints for color breaks. All images are high resolution files. Follow files for color breaks and templates.

Photography: All reproductions must appear to match the hue and contrast of the furnished sample when viewed under 5000K light. 150 line screen required.

Margins: Per art – face and back bleeds 3 sides

Perforation: On face side, perforate twice – once with a 12” vertical “blind” perforation and once with a 4” horizontal perforation, creating two (2) tear-off BRM cards.

Score: score folds on the proper side.

Binding: Score and trim 4 sides. From right, tuck fold BRC’s in approx. 4-7/8” from right, then fold balance 18” in half to 9 x 12”, then fold again to 9 x 6” with address side out (follow fold indicator rules). Facing address side, apply two (2) clear, perforated wafer seals at the bottom open edge, positioned 1” from the left and right trim edges, sealing the self-mailer. Face panel to be faced up.

****NOTE:** On the prior to bulk shipment to Jackie McGowan, deliver 50 with perforated wafer seals and 50 without wafer seals.

PACKING: Pack in new corrugated fiberboard boxes. **Do not shrink wrap.** Use GPO 905 white shipping labels. Follow supplied sample. Carton labels must show title, item, quantity, source codes, form number and control number and must appear on the outside of the shipping carton.

Bulk Shipments: Pack in shipping containers not to exceed 40 pounds when fully packed. Packing must be stabilized to avoid bursting or shifting on truck(s) during the delivery process, of which, may cause damage and/or hamper the letterhouse process. Use only new corrugated solid fiberboard containers with minimum bursting strength of 275 p.s.i.

Pallets are required for all destinations receiving 10 or more shipping containers. Failure to properly palletize may be cause for re-palletizing at contractor’s expense.

LABELING AND MARKING (Package and/or Container label): Reproduce shipping container label from furnished repro, fill in appropriate blanks and attach to shipping containers.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing Attributes -- Level I
- (b) Finishing Attributes -- Level I
- (c) Exceptions: None

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests - General Inspection Level I.
- (b) Destructive Tests - Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:

Attribute	Specified Standard
P-7. Type Quality and Uniformity	O.K. Press Sheets
P-8. Halftone Match (Single and Double Impression)	O.K. Press Sheets
P-9. Solid and Screen Tint Color Match	O.K. Press Sheets
P-10. Process Color Match	O.K. Press Sheets

Special Instructions: In the event that inspection of press sheets is waived by the Government, the following listed alternate standards (in order of precedence) shall become the Specified Standards:

- P-7. Government furnished electronic file.
- P-8. Government furnished electronic file.
- P-9. Final approved matchprints
- P-10. Final approved matchprints

DEPARTMENTAL RANDOM COPIES (BLUE LABEL): All orders must be divided into 200 equal sublots. A random copy must be selected from each sublot. Do not choose copies from the same general area in each sublot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed.

These randomly selected copies must be packed separately and identified by a special government-furnished blue label, affixed to each affected container. The container and its contents shall be recorded separately on all shipping documents and sent in accordance with the distribution list to DAPS, 700 Robbins Ave., Bldg. 4 Section D, Phila., PA 19111-5094 -- ATTN: Charles Butler.

A copy of the SPECIFICATION and a signed Government-furnished certificate of selection, must be included.

NOTE: A copy of the Government furnished certificate must accompany the voucher sent to GPO, Financial Management Service, for payment. Failure to furnish the certificate may result in delay in processing the voucher.

QUALITY ASSURANCE RANDOM COPIES: In addition to the Departmental Random Copies (Blue Label), the contractor is required to submit quality assurance random copies to test for compliance against specifications. The contractor must divide the entire order into 200 equal sublots and select a copy from a different general area of each sublot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed. A copy of the purchase order/specifications must be included.

Business Reply Mail labels will be furnished for mailing the quality assurance random copies. The copies are to be mailed at the same time as the first scheduled shipment. A U.S. Postal Service approved Certificate of Mailing, identified by Jacket and Purchase Order numbers, must be furnished with billing.

DISTRIBUTION: Deliver f.o.b. destination as follows:

Prior to bulk shipment, deliver 100 mailers (50 WITH CLEAR WAFER SEALS and 50 WITHOUT WAFER SEALS) to arrive on/or before **MARCH 16, 2009 to:**

Ms. Jackie McGowan
Thompson Connect , 5th Floor, 466 Lexington Ave.
New York, NY 10017 Phone (212)-210-7806

****CONTRACTOR NOTE: on the above delivery of 100 copies, deliver 50 WITH CLEAR WAFER SEALS AND 50 WITHOUT WAFER SEALS.**

Deliver balance of 424,900 on MARCH 20, 2009 to:

DATA MAIL
240 Hartford Avenue Circle
Newington, CT 06111
ATTN: Kimberly Frutuoso/Stacey King
(860)-666-0399

RETURN OF GOVERNMENT FURNISHED MATERIAL: There are two (2) requirements. All materials and copies of delivery receipts must be returned VIA TRACEABLE MEANS. See below:

Upon completion of this job all GFM (Government Furnished Materials), film, proofs, "Packing Slips" and seven (7) printed copies are to be returned to:

RMG Connect
ATTN: Jackie McGowan
5th Floor, 466 Lexington Avenue
New York, NY 10017
(212)-210-7806

Follow enclosed sample of GPO 905 white shipping label.

NOTE: Upon completion of this order, if there were any changes, or if there were no changes to the furnished files, the contractor MUST furnish final production native files (digital deliverables) along with the furnished material. The digital deliverables MUST be an exact representation (reflecting any such changes as "AA's", retouching, etc., that were performed on the files prior to printing the end product), and MUST be

returned/sent on the sample type media of storage as was originally furnished. Any other media type than those furnished are unacceptable, unless specified otherwise by the Government.

2ND NOTE: Both the original furnished files, and the digital deliverables (the final digital download mechanical of the actual printed end product; these electronic files are to be stored/filed for Agency records) **MUST** be returned/sent along with the GFM.

Upon completion and shipping of the whole job and return of above materials – send 3 printed samples itemized receipts and copies of “Packing slips” (including “Proof of Delivery” receipts, with signature for the above shipment) and copies of itemized receipts for the whole job to:

DAPS/Philadelphia,
ATTN: Charles Butler
700 Robbins Ave., Bldg. 4, Section D,
Philadelphia, PA 19111-5094
With Jacket and Requisition numbers.

All expenses incidental to returning materials, submitting proofs, and furnishing samples must be borne by the contractor.

PRESS INSPECTION REQUIREMENT

The contractor must notify the GPO of the date and time press sheets will be available. In order that proper arrangements can be made notification must be given at least 72 hours (excluding Saturdays, Sundays and Federal holidays) in advance of the time for inspection of the press sheets. Notify the Philadelphia, PA. TELEPHONE (215) 364-6465.

To maintain the required quality, the Government reserves the right to inspect the press sheets at the contractor's plant on any workday during the contractor's regular working hours. When press inspection is requested, it must be scheduled during contractor's first and/or second shifts **ONLY**.

SCHEDULE: Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the order or shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

Furnished material will be available for pick up at the G.P.O., Southampton, PA 18966, on **FEBRUARY 27, 2009**.

Deliver proofs to the 5 addresses specified on Pages 2 & 3 on/or before **MARCH 5, 2009**. Proof will be ready for **PICKUP** within 3 workdays after receipt at the 5 addresses.

Deliver 100 packages (50 with wafer seals and 50 without wafer seals) to arrive prior to bulk shipment on **March 16, 2009**.

Deliver balance of 424,900 self-mailers on/or before **March 20, 2009**.

OFFERS: Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for **each individual item** additional 1,000. The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award.

FURNISHED DISK INFORMATION

Media Furnished: One CD Rom

Computer and Operating System: Macintosh Model G3 with System 7.5

Software:

Name of page layout (or other "main" program used) – Adobe PhotoShop Version 5.0

Name(s) of program(s) used for illustrations – Adobe Illustrator Version 8.0

Name (s) of program(s) used for scans, photos & bitmapped images -- QuarkXpress Document Version 4.11

Files are supplied in: Native Format

Font(s) used in the file(s) to be output: Fonts are located in a folder. List will be supplied with PO

Custom letter spacing or kerning files included --Yes All printer & screen fonts included-- Yes

File Information: **File Information will be supplied with Purchase Order

Color Separation Information:

Color identification system used: Pantone and CMYK

Color separations have not been made. Files do provide for bleeds.

Trapping: Not supplied -- Contractor to create traps

****CONTRACTOR MUST REVIEW OR PREFLIGHT THE GOVERNMENT FURNISHED ELECTRONIC DATA FILES WITHIN TWO WORKDAYS OF RECEIPT TO VERIFY THAT THE CONTRACTOR CAN COMPLETE THE ORDER FROM THOSE FILES AND NOTIFY THIS OFFICE WITHIN THAT TIME FRAME OF ANY PROBLEMS ENCOUNTERED.**
